

From: [L.A. Conservancy E-News](#)
To: [Kent Smith](#)
Subject: The Factory: One of America's Most Endangered Historic Places
Date: Thursday, July 16, 2015 10:27:44 AM

CONSERVANCY E-NEWS FEATURING: THE FACTORY ON 11 MOST LIST, YOUTH & FAMILY TOURS, LANDMARK THIS! WORKSHOPS, AND MORE.

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LAC E-News



JULY 2015



The Factory on 11 Most List

Last month, the National Trust for Historic Preservation included The Factory in West Hollywood on its list of America's 11 Most Endangered Historic Places. A proposed hotel and retail development threatens to demolish this icon of the early entertainment industry and West Hollywood's pioneering gay community.

[Learn more about The Factory and how you can help >](#)

What Do You Think of E-News?

We're redesigning E-News!

Please take our brief, two-question survey to help us make E-News even better. Everyone who completes the survey can enter a drawing for a copy of the new photography book, *Both Sides of Sunset: Photographing Los Angeles* (a \$75 value).

[Take the E-News survey >](#)

Upcoming Events



Explore Union Station with the Whole Family

Join us on **Sunday, July 19 and 26** for kid-friendly, hands-on tours of Los Angeles' beautiful and historic Union Station. Designed for kids ages 5 and up, this hour-long tour introduces youngsters to architecture and design.

[Learn more and register for the Youth and Family Tour >](#)



Help Determine the Future of the



Spend a Summer Evening Exploring Downtown

Last week we kicked off our popular summer evening tour series with a sold-out Modern by Moonlight tour! Join us for [Modern by Moonlight](#) tours on **Thursdays at 7 p.m.** now through September. In August, join us for [Downtown Renaissance](#) and [Art Deco](#) tours on alternating **Wednesdays at 5:30 p.m.**

[Learn more and register for Modern by Moonlight >](#)

[Learn more and register for Downtown Renaissance >](#)

[Learn more and register for Art Deco >](#)



Landmark THIS! Workshops July 18 & 25

If you worry about historic places that are threatened with demolition or excessive alteration, here's a great way to make a difference: learn how to nominate the places you care about for local landmark designation. Join us in Lincoln Heights on **July 18**, or West Hollywood on **July 25** for a Landmark THIS! workshop and learn how to protect the historic places in your community.

[Learn more and register for the July 18 workshop >](#)

[Learn more and register for the July 25 workshop >](#)



Architect Trivia Revealed

Last month we asked you which architect was involved in the design of 18 existing buildings in downtown L.A., including City Hall, Union Station, the Alexandria Hotel, and more. The answer is the one and only [John Parkinson!](#)

Thank you to everyone who entered the contest, and congratulations to **Jay Bacon** and **Lynne Zuccaro**, who each won a copy of the new guidebook, *Loving L.A. The Low Carbon Way*, which features unique ways to explore L.A. on foot and via public transit. Our [walking tours](#) are included in the book.

Several of Parkinson's designs are featured on our [Downtown Renaissance](#) walking tour. Now through September, Downtown Renaissance is offered every Saturday at 10 a.m. Take the tour to learn more about many of Parkinson's designs, including the [Continental Building](#), [Alexandria Hotel](#), [Rosslyn Hotel](#), and more!

Southwest Museum

Earlier this year, the National Trust for Historic Preservation named the [Southwest Museum](#) a National Treasure. Take the National Trust's survey and help determine the future of this L.A. landmark.

[Take the Southwest Museum survey >](#)



Name That Building

Which building on Sunset Boulevard features a huge mosaic mural of Hollywood's greatest stars, including Mary Pickford, shown above?

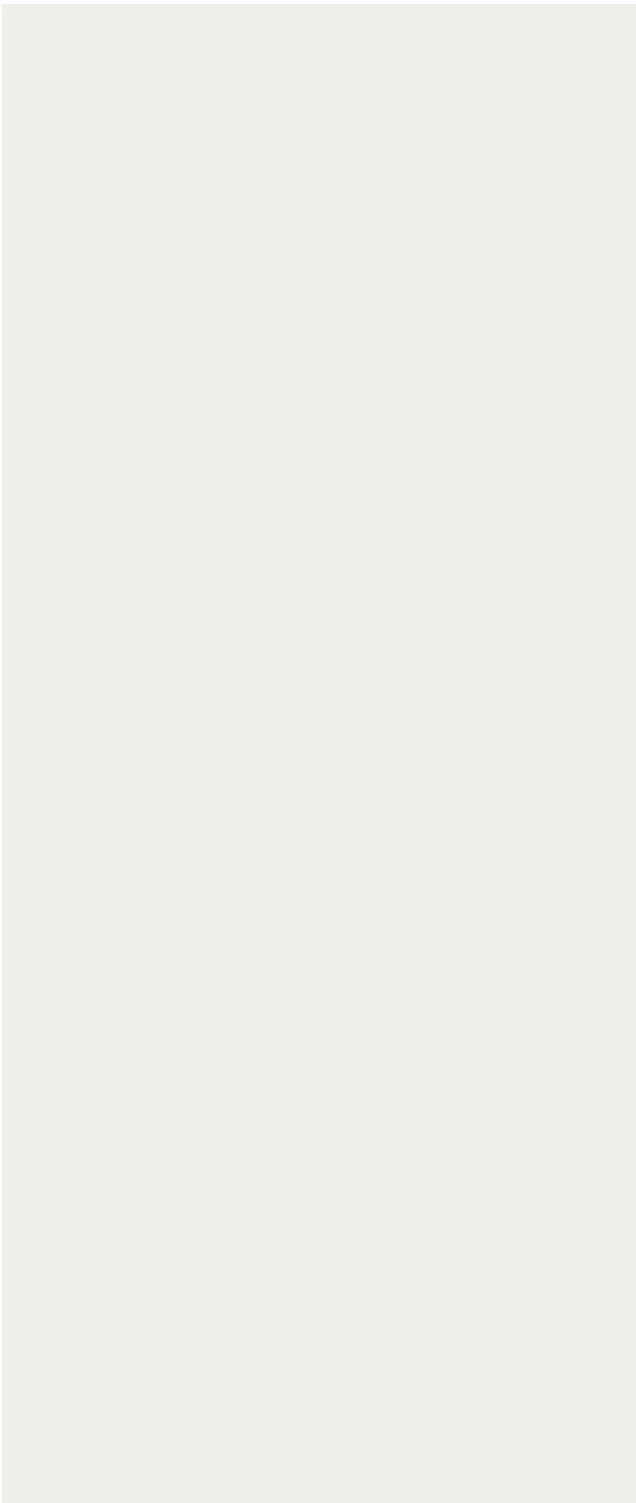
Email your answer to news@laconservancy.org with "Name That Building" in the subject line. A correct response will enter you in a drawing to two passes to any of our regularly scheduled walking tours. Answer by **Friday, July 31** for your chance to win!



Featured Location

Golden State Mutual Life Insurance (1949)

1999 W. Adams Blvd.



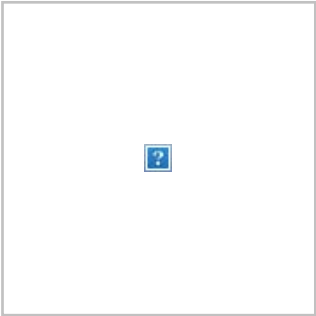
Los Angeles, CA 90018

Golden State Mutual Life Insurance Building in West Adams became a Los Angeles Historic-Cultural Monument (HCM) in 2011.

The Late Moderne style building features two murals in the lobby by noted African American artists Charles Alston and Hale Woodruff depicting the African American experience in California from 1527 to 1949. The HCM designation played a crucial role in ensuring that the architecturally and culturally significant building and its murals remained intact.

Attend one of our upcoming Landmark THIS! workshops on July 18 or July 25 to learn how to protect other culturally significant buildings and sites like this one.

[Continue reading about Golden State Mutual on our website >](#)



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[View the Conservancy's Privacy Policy >](#)

Images: Top(l-r): Survey (Douglas Hill); The Factory (Adrian Scott Fine/L.A. Conservancy); At left (top-bottom): Union Station Youth & Family tour (Larry Underhill); Summer Evening Tours (Douglas Hill); Landmark THIS! workshop (Flora Chow/L.A. Conservancy); Continental Building (Annie Laskey/L.A. Conservancy); At right (top-bottom): Southwest Museum (Tom Davies); Name That Building detail (Adrian Scott Fine/L.A. Conservancy); Golden State Mutual Life Insurance (Robert Garcia/Flickr); Multi-colored icons (YYES).

JOIN THE CONSERVANCY TO TAKE AN ACTIVE ROLE IN SAVING LOS ANGELES' RICH ARCHITECTURAL HISTORY.

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